

Rep Order# 6853568 Ver# 6 Status Returned Traffic Order# 206672 Printed: 09/20/2012 4:17 PM 1 of 2
EC'd Yes Last Received: 09/18/2012 3:14 PM
Showing Buylines: Last Sta Revised Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1761
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1761
Flight Dates 09/19/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

DSCC IE SC=*

--- REMARKS ---

SEE LN 10 FOR NA. CALL ROGER FOR MKGD
THX, KELLY

| Ln | Dates | Day | Time | Spots/Week | Len | Rate | Program | Total Spots | LT | # of Weeks | Total Cost | Daypart |
|--|-------------|-----|-------|------------|-----|------------|-------------------|-------------|----|------------|------------|---------|
| *10 | 09/19-09/21 | W-F | 7A-9A | 3 | :30 | \$1,450.00 | GOOD MORN AMERICA | 3 | | 1 | \$4,350.00 | |
| Buyline Comment: RATE CHNG Station Remark: V6 1X NA 9/21 - NO SPOTS AVAILABLE FOR PREEMPTION BOOKED AT GRID 3, NEED 48 NOTICE | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 3 / \$4,350.00

---SALES MONTHLY TOTALS---

Sep 12: 37 / \$57,050.00
Sales Totals: 37 / \$57,050.00
Station Totals: 37 / \$57,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| Market Totals | \$187,850 | CABL 0% | WCCT 1% | WCTX 0% | WFESB 41% | WHCT 0% |
|---------------|-----------|---------|---------|----------|-----------|----------|
| | | WRDM 0% | WTIC 7% | WTNH 30% | WUVN 0% | WVIT 19% |
| | | XXX 0% | | | | |

Books null
Demos RA35+



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

| | | |
|--|--|--|
| <u>Contract / Revision</u> 206672 / | | <u>Alt Order #</u> 06853568 |
| <u>Product</u> DSCC IE | | |
| <u>Contract Dates</u> 09/19/12 - 09/21/12 | | <u>Estimate #</u> 1761 |
| <u>Advertiser</u> POL/DSCC IE | | <u>Original Date / Revision</u> 09/18/12 / 09/18/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WTNH | <u>Account Executive</u> Petty Philadelphia | <u>Sales Office</u> Petty/Philadelph |
| <u>Special Handling</u> | | |
| <u>Demographic</u> Adults 35+ | | |
| <u>IDB#</u> 9913721 | <u>Advertiser Code</u> 49 | <u>Product Code</u> 53 |
| <u>Agency Ref</u> IN3307/TO232 | | <u>Advertiser Ref</u> |

And:

Great American Media
1010 Wisconsin Avenue Northwest
Suite 800
Washington, DC 20007
USA

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/ Week | Rate | Rtn | Type | Spots | Amount |
|-------|------|-------------------|-----------------|-------------------|----------------|------|--------|-------------------|-------------|---------------|------|-------|------------|
| N 1 | WTNH | 09/19/12 | 09/21/12 | M-F 9a-10a | 9a-10a | | :30 | | | | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 2 | \$600.00 | 0.00 | | | |
| N 2 | WTNH | 09/19/12 | 09/21/12 | M-F 10a-11a | 10a-11a | | :30 | | | | NM | 3 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 3 | \$600.00 | 0.00 | | | |
| N 3 | WTNH | 09/19/12 | 09/21/12 | The View | 11a-12p | | :30 | | | | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 2 | \$900.00 | 0.00 | | | |
| N 4 | WTNH | 09/19/12 | 09/21/12 | News 8 Noon | 12p-1230p | | :30 | | | | NM | 2 | \$1,700.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 2 | \$850.00 | 0.00 | | | |
| N 5 | WTNH | 09/19/12 | 09/21/12 | Connecticut Style | 1230p-1p | | :30 | | | | NM | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 2 | \$600.00 | 0.00 | | | |
| N 6 | WTNH | 09/19/12 | 09/21/12 | The Chew | 1p-2p | | :30 | | | | NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 2 | \$650.00 | 0.00 | | | |
| N 7 | WTNH | 09/19/12 | 09/21/12 | Katie | 3p-4p | | :30 | | | | NM | 4 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 4 | \$800.00 | 0.00 | | | |
| N 8 | WTNH | 09/19/12 | 09/21/12 | Early Fringe M-F | 4p-5p | | :30 | | | | NM | 2 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 2 | \$900.00 | 0.00 | | | |
| N 9 | WTNH | 09/19/12 | 09/21/12 | News 8 @ 6a | 6a-7a | | :30 | | | | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 2 | \$1,200.00 | 0.00 | | | |
| N 10 | WTNH | 09/19/12 | 09/21/12 | GMA | 7a-9a | | :30 | | | | NM | 3 | \$4,350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 3 | \$1,450.00 | 0.00 | | | |
| N 11 | WTNH | 09/19/12 | 09/21/12 | News 8 5p-6p | 5p-6p | | :30 | | | | NM | 1 | \$1,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | --WTF-- | | | | 1 | \$1,500.00 | 0.00 | | | |
| N 12 | WTNH | 09/19/12 | 09/21/12 | News 8 5p-6p | 5p-6p | | :30 | | | | NM | 3 | \$4,500.00 |

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

| | |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 206672 / | 06853568 |

| | | |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 09/19/12 - 09/21/12 | DSCC IE | 1761 |

| | |
|-------------------|---------------------------------|
| <u>Advertiser</u> | <u>Original Date / Revision</u> |
| POL/DSCC IE | 09/18/12 / 09/18/12 |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Rtn | Type | Spots | Amount |
|--|------|------------|----------|----------------|----------------|------|--------|------------|------|------|------|-------|-------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 3 \$1,500.00 0.00 | | | | | | | | | | | | | |
| N 13 | WTNH | 09/19/12 | 09/21/12 | News 8 6p-630p | 6p-630p | | :30 | | | | NM | 2 | \$4,400.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 2 \$2,200.00 0.00 | | | | | | | | | | | | | |
| N 14 | WTNH | 09/19/12 | 09/21/12 | Nightline | 1135p-120630a | | :30 | | | | NM | 1 | \$800.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 1 \$800.00 0.00 | | | | | | | | | | | | | |
| N 15 | WTNH | 09/19/12 | 09/21/12 | M-F 7p-730p | 7p-730p | | :30 | | | | NM | 2 | \$8,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 2 \$4,000.00 0.00 | | | | | | | | | | | | | |
| N 16 | WTNH | 09/19/12 | 09/21/12 | M-F 730p-8p | 730p-8p | | :30 | | | | NM | 2 | \$5,600.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 2 \$2,800.00 0.00 | | | | | | | | | | | | | |
| N 17 | WTNH | 09/19/12 | 09/19/12 | Wed Hour 1 | 8p-9p | | :30 | | | | NM | 1 | \$6,500.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 1 \$6,500.00 0.00 | | | | | | | | | | | | | |
| N 18 | WTNH | 09/20/12 | 09/20/12 | Thur Hour 3 | 10p-11p | | :30 | | | | NM | 1 | \$5,000.00 |
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 1 \$5,000.00 0.00 | | | | | | | | | | | | | |
| Totals | | | | | | | | | | 0.00 | | 37 | \$57,050.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------|-------------|
| 08/27/12 - 09/21/12 | 37 | \$57,050.00 | \$48,492.50 |
| Totals | 37 | \$57,050.00 | \$48,492.50 |

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

| | | | | | |
|------------|---------|------|---|--------|---------|
| Rep Order# | 6853568 | Ver# | 5 | Status | Revised |
| EC'd | Yes | | | | |

Traffic Order#

Printed: 09/18/2012 3:19 PM
Last Received: 09/18/2012 3:14 PM
Showing Buylines: All Rep Revised Lines

1 of 4

Station WTNH-TV NEW HAVEN, CT.
Advertiser ().DSCC IE
Product DSCC IE
Estimate# I761
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1761
Flight Dates 09/19/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

DSC T_g SC₂*

--- REMARKS ---

LN 18 RATE CHNG, LNS 1 & 8 CXL'D

TOTAL REMAINS \$57050

PLS CONFIRM

THANKS KELLY

$$\frac{8}{11}$$

| Ln | Dates | Day | Time | Spots/Week | Len | Rate | Program | Total Spots | LT | # of Weeks | Total Cost | Daypart |
|----|--|-----|-----------|------------|-----|----------|-------------------|-------------|----|------------|------------|---------|
| *1 | 09/19-09/21 | W-F | 9A-10A | 2 | :30 | \$600.00 | DR. PHIL | 2 | -- | 1 | \$1,200.00 | ---- |
| | Buyline Comment: 1X CXL'D Sales Remark: V5 1X CXL'D V5 More than 2 codes changed | | | | | | | | | | | |
| *2 | 09/19-09/21 | W-F | 10A-11A | 3 | :30 | \$600.00 | RACHAEL RAY | 3 | -- | 1 | \$1,800.00 | ---- |
| | Buyline Comment: RATE CHNG V3 More than 2 codes changed | | | | | | | | | | | |
| *3 | 09/19-09/21 | W-F | 11A-12P | 2 | :30 | \$900.00 | THE VIEW | 2 | -- | 1 | \$1,800.00 | ---- |
| | Buyline Comment: RATE CHNG, 1X CXL'D V3 More than 2 codes changed | | | | | | | | | | | |
| *4 | 09/19-09/21 | W-F | 12P-1230P | 2 | :30 | \$850.00 | NEWS 8 AT NOON | 2 | -- | 1 | \$1,700.00 | ---- |
| | Buyline Comment: RATE CHNG V3 More than 2 codes changed | | | | | | | | | | | |
| *5 | 09/19-09/21 | W-F | 1230P-1P | 2 | :30 | \$600.00 | CONNECTICUT STYLE | 2 | -- | 1 | \$1,200.00 | ---- |
| | Buyline Comment: RATE CHNG V3 More than 2 codes changed | | | | | | | | | | | |

Station WTNH-TV NEW HAVEN, CT.
Advertiser () DSCC IE
Product DSCC IE
Estimate# 1761
Buyer Dan Nagelberg
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3050 K ST NW
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Agency C/P1/P2/E 49/53/1761
Flight Dates 09/19/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

| Ln | Dates | Day | Time | Spots/Week | Len | Rate | Program | Total Spots | LT | # of Weeks | Total Cost | Daypart |
|--|-------------|-----|-------------|------------|-----|------------|--------------------------|-------------|----|------------|------------|---------|
| *14 | 09/19-09/21 | W-F | 1135P-1205A | 1 | :30 | \$800.00 | NIGHTLINE | 1 | | 1 | \$800.00 | |
| Buyline Comment: RATE CHNG V3 More than 2 codes changed | | | | | | | | | | | | |
| *15 | 09/19-09/21 | W-F | 7P-730P | 2 | :30 | \$4,000.00 | JEOPARDY | 2 | | 1 | \$8,000.00 | |
| Buyline Comment: RATE CHNG , 2X CXL'D V3 More than 2 codes changed | | | | | | | | | | | | |
| *16 | 09/19-09/21 | W-F | 730P-8P | 2 | :30 | \$2,800.00 | WHEEL OF FORTUNE | 2 | | 1 | \$5,600.00 | |
| Buyline Comment: RATE CHNG, 2X CXL'D V3 More than 2 codes changed | | | | | | | | | | | | |
| *17 | 09/19-09/19 | W | 8P-9P | 1 | :30 | \$6,500.00 | THE MIDDLE / SUBURGATORY | 1 | | 1 | \$6,500.00 | |
| Buyline Comment: RATE CHNG V3 More than 2 codes changed | | | | | | | | | | | | |
| *18 | 09/20-09/20 | TH | 10P-11P | 1 | :30 | \$5,000.00 | ROOKIE BLUE | 1 | | 1 | \$5,000.00 | |
| Buyline Comment: RATE CHNG Sales Remark: V5 RATE CHNG V3 More than 2 codes changed V5 Comment Changed, Rate Changed | | | | | | | | | | | | |

---REPORT TOTALS---
Report Totals: 37 / \$57,050.00

---SALES MONTHLY TOTALS---

Sep 12: 37 / \$57,050.00
Sales Totals: 37 / \$57,050.00
Station Totals: 37 / \$57,050.00

Station WTNH-TV NEW HAVEN, CT.
Advertiser ().DSCC IE
Product DSCC IE
Estimate# 1761
Buyer Dan Nagelberg
Phone#
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Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1761
Flight Dates 09/19/2012 - 09/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sales Totals: 39 / \$57,050.00
Station Totals: 39 / \$51,050.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|---------|---------|----------|----------|----------|
| Market Totals | \$187,850 | CABL 0% | WCCT 1% | WCTX 0% | WFSB 41% | WHCT 0% |
| | | WRDM 0% | WTIC 7% | WTNH 30% | WUVN 0% | WVIT 19% |
| | | XXX 0% | | | | |

Books null
Demos RA35+

---Agency Comment---
PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---
CASH IN ADVANCE